

Hulman Dynasty

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LEGACY LIVES ON

Introduction

From the May 25, 26, and 27 editions of the Tribune-Star, Terre Haute, Indiana, U.S.A.

The Hulman name has become synonymous with wealth and power in Terre Haute. Tribune-Star reporter Tammy Ayer traces the family's history and legacy in the city while keeping an eye on its future, which appears to lie outside the Wabash Valley.

Coming to America Building a Dynasty Legacy Lives On



Terre Haute's financial promise brings the Hulman family to Indiana. Herman Hulman and his brothers, seeking out the American dream, build the foundation for the Hulman empire.



Anton Hulman Jr., known simply as Tony, made a lasting imprint on the dynasty and on Terre Haute. During his time at the head of the family, the Hulmans made many philanthropic gifts while at the same time expanding the family fortune. Tony's purchase of the Speedway turned the family's focus east.



Today, the Hulman George family mulls its future in Terre Haute as the 150th anniversary of its arrival in the city approaches. Having closed its original wholesale grocery venture, the family, with Tony George at the wheel, is putting increased emphasis on motor sports.

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Coming to America



Herman Hulman came to Terre Haute in 1854 at the encouragement of his older brother, Francis.

Photo courtesy of the Vigo County Public Library Community Archives

Dynasty built on young men's dreams

Tony George is king - and today everybody knows it.

That's because in Indiana, it's Race Day, plain and simple. The world is watching George's race, the Indianapolis 500, and his track, the Indianapolis Motor Speedway.

The famed 2.5-mile oval represents wealth, incredible wealth. That wealth is the vision of George's great-great-great-uncle, Francis Hulman, according to the Hulman & Co. history.

No, Francis Hulman did not hear the deafening roar of the Oldsmobiles and the Nissans that speed through George's kingdom at more than 200 miles per hour. He did not smell the exhaust of the motor cars that seek America's ultimate racing crown.

He smelled money.

Come to America, and we will make money, the dry-goods merchant wrote in a letter to his half-brother back in Germany before the Civil War. By the turn of the century, that half-brother, Herman Hulman, built the foundation of the kingdom his great-great-grandson Tony George now rules.

Since the time of Herman Hulman, the Hulman family has dominated Terre Haute. This city, 75 miles west of George's track, is where the family built the wealth; it's where



View the route the Hulmans took from their German homeland to arrive in Terre Haute.

**Other Hulman
Interests ▼**

**TOUCHED BY THE
HULMANS**

five generations of Hulmans have crafted an empire that started with dry goods and first attracted national attention with Clabber Girl Baking Powder.

In this community of 60,200 along the Wabash River, the Hulmans' wealth is sometimes a blessing and sometimes a curse.

The family has given of its wealth to Terre Haute; perhaps the most visible philanthropist among the Hulmans was George's grandfather, Tony Hulman, the man most city residents still associate with the dynasty and the man who bought George's speedway in 1945.

The wealth has kept growing and growing to the point where it controls an important portion of the city's land and commerce, including the failed symbol of downtown revitalization, the Terre Haute House hotel, and the biggest financial institution, Terre Haute First National Bank.

It is the family's wealth that is the power -- power Tony George wielded with the certainty of a king in his recent battle with many of auto racing's most famous owners and drivers. The speedway is his track, the wealth let him say, he makes the rules; if you don't like them, race elsewhere.

He makes it clear, too, that he regards the speedway as the center of his family's empire. His vision for the future is more motor sports, and who is to say that's not the right vision? Like his great-great-great-uncle Francis, he is not concerned with the past. Nor is he particularly concerned about Terre Haute or his family's interests here; he pays others to deal with that.

George cares about racing; the otherwise shy 37-year-old can barely contain his confidence on that subject. He can explain the business of the Brickyard, his upstart Indy Racing League and the function of a crankshaft.

He can tell you where he is and where he wants to go, but he can't tell you how he got to where he is today. He shrugs his shoulders at questions about his great-great-grandfather, Herman. He has the same reaction to questions about Francis, who at the urging of a long-forgotten partner became the first Hulman to come to Indiana and to Terre Haute.

Although he admits he should probably learn more about his family's history, George is looking forward to building his own empire, a motor sports empire.

But if it wasn't for that partner and for Francis' untimely death more than a century ago, Tony George probably wouldn't be king today.

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Building a Dynasty



Anton Hulman Jr., head of the Hulman empire from 1931 to his death in 1977, shared the family's wealth with Terre Haute. Among his donations was \$11 million to Rose Polytechnic Institute in 1970, which was renamed Rose-Hulman Institute of Technology. Hulman is shown here on the campus he and his family helped build.

Photo courtesy of Rose-Hulman



Click here to take a look at what the Hulmans own in Vigo County.

Anton Hulman Jr. touches Terre Haute and beyond

The only time Anton Hulman Jr. ever circled the Indianapolis Motor Speedway in a race car, in 1950, hard-charging ex-driver Wilbur Shaw was at the wheel, according to Sonny Kleinfield's book "A Month at the Brickyard."

Approaching the first turn at 120 miles per hour, as Kleinfield tells it, Hulman started yelling for Shaw -- who'd won the race in 1937, 1939 and 1940 -- to slow down.

He even knocked Shaw's foot off the accelerator at one point, the story goes, and he never wanted to race around the track again.

Despite his aversion to 120 miles-per-hour turns, speed also fascinated Hulman. Growing up, he'd watched fancy cars zoom along the National Road in his hometown of Terre Haute. As a boy, he'd first been part of the Indianapolis 500 crowd in 1914, five years after the speedway was built.

Days after World War II, Hulman, then 44, ended up smack in the middle of the straightaway at the speedway. The only crowds this time were of weeds stubbornly blocking every grandstand entrance and the cracks zigzagging the track surface.

Ten days later, Nov. 14, 1945, he and right-hand man Joe Cloutier met with Indianapolis attorney Paul Davis, who represented speedway owner and famed flying ace Eddie

**Other Hulman
Interests ▼****PHILANTHROPY****BUSINESS DEALS****TOUCHED BY THE
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Rickenbacker, a man more at ease with speed than Hulman but so unenthused about the speedway he planned to close it for good.

In a posh private room at the Indianapolis Athletic Club, Hulman bought the speedway for \$750,000. He said he was buying the track to resurrect a Hoosier tradition. The grandson of dry-goods merchants who came to Terre Haute to make money and who had pushed the empire those merchants founded before the Civil War to the national level said he wasn't interested in making money at the track.

He is the bridge between those dry-goods merchants and the current Hulman generation. It's appropriate that speed fascinated him but scared him because the men who founded the family empire rarely traveled faster than a horse-drawn wagon; the man now atop the empire, his grandson Tony George, revels in speed and the money it can bring.

Yale-educated, Hulman had inherited a multimillion-dollar company when his father died in 1942. He had married the heir of an even richer fortune, Mary Fendrich, of the Evansville cigar-makers; both would become famous for saying "Gentlemen, Start Your Engines."

He would become Terre Haute's most prominent Hulman patriarch, the one at the helm as the Hulman name made its way onto a municipal airport, a private engineering college, a city golf course and a state university's civic center through gifts of millions.

He gave and gave locally, and many look back nostalgically to his patriarchy. But his purchase of the speedway -- his fascination with speed and move to preserve a Hoosier tradition -- irrevocably turned the focus of the family empire to the east.

Despite his wealth, power and influence, influence very alive today, some who knew

him say he was plain in many ways -- a man's man. In his hometown, where his name is still the one many city residents associate with the family empire, he was known simply as Tony.

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Legacy Lives On



Tony Hulman's grandson, Tony George, is making the Indianapolis Motor Speedway and racing in general a much bigger part of the family business.

Tribune-Star photo/Bob Poynter



Click here to take a look at the Hulman family tree.

**Other Hulman
Interests ▼**

**TOUCHED BY THE
HULMANS**

Family heading in different direction

Above the red brick church his family helped build, the bells tolled for Tony Hulman as a curtain of rain fluttered against a steel gray sky on Halloween 1977.

The haunting bells also tolled for Terre Haute.

The community that greeted its first Hulman more than 125 years before and shared the family's prosperity was changing as jobs moved to the Sunbelt and traffic moved away from downtown to the interstate.

But Tony was a fit and trim 76 and still wore those perfect size 42 suits. He controlled millions and millions of dollars of business and real estate and had for decades. He'd given millions to the city's civic institutions. He had the ear of the state's most important politicians. Just 10 days before, he had hammed it up at his annual dinner for the Indianapolis Motor Speedway press corps.

The man who inherited an empire immigrant dry-goods merchants founded and made it a bigger empire, a national empire, would go on forever. He believed that as much as anyone with his unspoken rule to never mention his age, never discuss his aches and pains.

He died of heart failure on an operating table at St. Vincent's Hospital in Indianapolis at 9:45 p.m. on Thursday, Oct. 27, 1977.

Terre Haute City Hall closed the Monday of

his funeral. The crowds entered the Patrick J. Ryan funeral home on South Seventh Street, where tiers of flowers reached the ceiling for the biggest funeral in the history of Terre Haute, bigger than his grandfather Herman's, bigger than Chauncey Rose's, bigger than five-time mayor Ralph Tucker's.

It all happened so fast. Nobody expected the most important man in Terre Haute and at the speedway to die now. And now that he was dead, nobody knew who would replace him or how to replace him.

His wife had devoted much of her time to family and social life. His daughter wasn't ready to take over, she would later say, because her father hadn't prepared her because she was a woman. Besides, she and the family had just endured the shooting death of her husband by a man she would later call her boyfriend. His grandchildren were too young; his only grandson, Tony George, had just graduated from high school.

What would happen to the speedway Tony Hulman had saved from destruction, probably his best-known legacy? Would the family sell it to a big corporation?

What would happen to the family business? There was no Yale-trained heir-apparent already in the business as Tony was when his father died. What would happen to the company's foundation, the wholesale grocery business?

What would happen to Terre Haute? The downtown, which had been home to a Hulman business for more than a century, was in decline. A significant portion of it was Hulman property. If the family was indecisive, what would happen to downtown?

Hundreds of people stood in the pouring rain outside St. Benedict's that Halloween nearly 20 years ago, waiting to get inside for Tony's funeral Mass; 900 listened as six priests assisted the Rev. Hubert Kobunski in

celebrating it.

Then car after car left the church and traveled north, turning east on Wabash Avenue and passing Hulman & Co.'s brick building, empty of employees; the cars followed Tony's lead for the last time, toward Calvary Cemetery.

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Jeff Belskus

Currently executive vice president for administration and operations of the Indianapolis Motor Speedway and Hulman & Co., Terre Haute native Jeff Belskus first met Tony George while he attended Terre Haute South Vigo High School and George attended Schulte High School. They became better acquainted as they both attended Indiana State University. Belskus majored in accounting and became a certified public accountant; he first began working for the speedway in 1987. At 37, the same age as Tony, Belskus now lives in Indianapolis and shares an occasional game of golf with his friend and boss. "I consider myself very fortunate to work with Tony and his family. They're a very good group of people and they've been very good to me," he said. Belskus is among several Terre Haute natives who work at the speedway. Others include Curt Brighton, vice president and general counsel; Peggy Swalls, vice president for administration; Kevin Forbes, director of engineering and construction; Kent Liffick, director of event promotions; and Gloria Novotney, director of credentials. Novotney is also secretary of the Wabash Valley Broadcasting Corp., which owns WTHI-TV and radio.

Tom Binford

President of the United States Auto Club when it was first formed, from 1956-69, Indianapolis native Tom Binford was chief steward of the Indianapolis Motor Speedway from 1973-95. He met Tony Hulman in the early 1950s, when he was a race car sponsor. Binford remembers one of the few times he saw Tony get aggravated, when speedway workers would put up fences to block off Gasoline Alley from the pits so cars could move through without the worry of running into visitors. "He didn't like that at all. Any time he caught those fences up, he took them down again. He thought the public should be back there." Binford said Tony saw the speedway as a public trust rather than a moneymaker, and he enjoyed working for Tony, whom he said never second-guessed his decisions. "People fell in love with the track and with Tony. I guess I was one of them," he said.

CART faction reps

When Tony George announced in November 1995 that 25 of the 33 starting positions for the 1996 Indianapolis 500 would be reserved for participants of the Indianapolis Racing League, which he formed and helped finance to rival the Championship Auto Racing Teams Circuit, several CART powers spoke out against the move. Michael Andretti said he thought Tony was "paranoid," while car owner Chip Ganassi said Tony's actions "go against tradition." He said the step created an "uneven playing field," adding, "At our races, anybody who shows up can qualify."

Pete Chalos

Four-term Terre Haute mayor P. Pete Chalos left office in 1995. During his time at top

official in City Hall, he threatened to condemn the hotel in March 1984 in an effort to force sale of the property, then joined the city in hoping that negotiations with two different prospective buyers would succeed. In November 1993, Chalos traveled to The Walden Inn in Greencastle to being talks with Walden officials about renovating the hotel; in August 1995, The Walden Group Inc. signed a purchase agreement with Hulman & Co. proposing to buy the hotel once financing is completed, but that deal fell through in January due to financing. During his time as mayor, Chalos also saw the old Hulman & Co. furniture store at Eighth and Cherry leased by the family to the state as a state office building and threatened to condemn the family-owned Terminal Arcade Building, which was later renovated.

Sister Barbara Doherty

As president of St. Mary-of-the-Woods College, Doherty deals with the Hulman George family through annual contributions to the college, as well as the Mary Fendrich Hulman Scholarship and the Mari Hulman George School of Equine Studies, which brings the college more students and is home of the annual Fall Classic. During the 1995 Fall Classic, Josie George, an avid motorcycle rider, convinced Doherty to join her on her 1995 Softtail Harley-Davidson. "I have ridden on three motorcycles in my life," Doherty stressed.

Joseph F. George

The son of Elmer George by his first marriage, Joseph F. George works with his half-brother, Tony George, at the Indianapolis Motor Speedway. Joseph George was formerly vice president of the Terre Haute Realty Corp., which is headquartered in Corporate Square at 2901 Ohio Blvd. Joseph George, who has two daughters, lives in Indianapolis.

Bob Hippleheuser

Currently vice president of Hulman & Co. and president of Hulco Sales Corp., which does business as Clabber Girl Baking Powder Co., Rumford Baking Powder Co. and KC Baking Powder Co., Bob Hippleheuser began working for the company in 1951 as a salesman in the wholesale grocery division; he was part of the sales force in Waco, Texas, and remembers putting up many a Clabber Girl sign on country fences. His grandfather, Charles Hippleheuser, had been a salesman in the Vincennes territory. A German immigrant, Charles Hippleheuser had a grocery store in Jasonville in the 1920s and '30s. Bob Hippleheuser has been vice president of Hulman & Co. since 1985.

Joe Hogsett

While he was Indiana secretary of state in 1989, Joe Hogsett was raising funds for the Hoosiers for Hogsett Committee; the funds would be used to help him retain his post in the 1990 election. Mari Hulman George hosted a fund-raising reception for Hogsett on Sept. 20, 1989, at Lingen Lodge on the family's property east of Terre Haute. After successfully retaining his post, Hogsett in 1992 unsuccessfully challenged incumbent U.S. Senator Dan Coats. For those elections, Mari George gave \$500 to Hoosiers for Hogsett I but also \$650 to Dan Coats for Indiana, \$1,000 to the National Republican Congressional Committee and \$2,000 to the Republican National Committee. That year, Mary Fendrich Hulman donated \$500 and \$300 to Hoosiers for Hogsett and \$1,600 to Dan Coats for Indiana, in addition to a \$1,000 donation to the National Republican Congressional Committee.

James R. Jenkins

While he was attending Indiana State University, current Terre Haute Mayor James R. Jenkins worked for Hulman & Co. for about a year in 1970. On the second floor of the building at Ninth and Wabash, he filled orders for grocery stores. Paul Eggerman, the father

of a friend of Jenkins who worked there, Dan Eggerman, worked for the company many years grinding coffee and spices, Jenkins said. While also interested in making the Terre Haute House a vital part of the downtown once again, Jenkins said he would never condemn the property to force its development. "This is the United States of America. You have the right to maintain and own property as you see fit. As long as that property is maintained and is not a danger and the taxes are paid on it .|.|. it is private property, and I think that privacy should be respected," he said. Jenkins thinks Tony Hulman's gift of \$100,000 to purchase property to build Hulman Regional Airport upon was the family's most important gift to the community.

Richard Lugar

Four-term U.S. Senator Richard Lugar, a Republican, has received several donations from the Hulman George family. For Lugar's race for the Republican nomination for president in 1996, the Lugar For President Committee received \$1,000 from Mary Fendrich Hulman and \$500 from Hulman family relative Donald E. Smith. For the 1994 elections in which Lugar won election to his fourth Senate term, Mary Fendrich Hulman donated \$1,000 to Friends of Dick Lugar, while Mari Hulman George gave \$1,000 to Friends of Dick Lugar and \$500 to the Republican National Committee. In 1992, Mary Fendrich Hulman gave \$550 to Friends of Dick Lugar.

Fred Nation

Press secretary for eight years for former Gov. Evan Bayh, Nation in January was named director of corporate communications for the Indianapolis Motor Speedway and related corporations. Previously Nation, a Terre Haute native, had served as press secretary for Bayh's father, Indiana Sen. Birch Bayh, in 1979-80. While at the Terre Haute Spectator, Nation wrote extensively about the Hulman family, including coverage of Tony Hulman's funeral and an interview with Mary Fendrich Hulman a year after his death.

Donald E. Smith

Chief executive officer of Terre Haute First National Bank and CEO of First Financial Corp., the state's 11th-largest bank holding corporation, Don Smith is related to the Hulman George family through his great-aunt, Grace Ada Smith, who married Anton Hulman Sr. on Jan. 10, 1900. He looked up to Tony Hulman as a mentor and the two shared a love of sports, particularly football. Smith also has a close business relationship with the family; control of First Financial rests in the hands of a 15-member board of directors that holds more than 11 percent of the company's stock, and Smith, Tony George and Mari Hulman George are all on that board. Also, Mary Fendrich Hulman holds 11.86 percent of the corporation's stock, while the Princeton Mining Co. holds 9.57 percent; the mining company is headed by Smith's family. Another Smith company, Deep Vein Coal Co. Inc., features Tony George as vice-president and Mari Hulman George as director, as does Smith family company R.J. Oil Co. Inc.



Baselstein (Switzerland) Beniger Brothers, Publishers.

I am the living bread, which came down
from heaven. (John. 6. 51.)

R. I. P.



This, death Notice of Mrs.
Herman Hulman, I have
treasured all these years,
because my dear Mother,
Callie Foul's Hunter, treas-
ured it!

In the best of my memory
I shall record a story she
told me.

'When Mrs Hulman was
dying, she kept asking
for Mrs. Hunter.

'Brother Will was playing
with the boys and was told
to go home and tell his
Mother that Mrs. Hulman
kept asking for her.

She did not receive the
word in time to see
Mrs. Hulman before she
died. a very great sorrow
to my dear Mother.

Mae Hornedremstein